

**NANO
GENJI**

PLUM • RASPBERRY • FLORAL

LIGHT

DARK

ORIGIN // ETHIOPIA
REGION // JIMMA
PRODUCER // NANO GENJI
VARIETY // ETHIOPIA LANDRACES
ELEVATION // 1,900 - 2,200 M.A.S.L.
PROCESS // WASHED

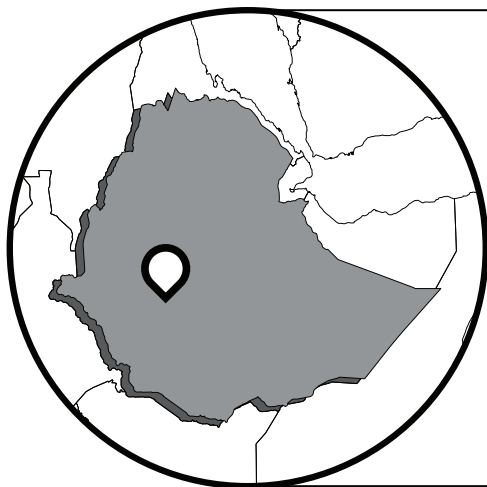
CONNECT

The Nano Genji comes to us from the sibling mill of one of the most coveted coffees in all of Western Ethiopia, the Nano Challa. Nano Challa's impeccable quality of production and processing quickly caused their membership to swell far past capacity, and so in 2019, they opened Nano Genji a few miles away. With 630 members between the two washing stations, they have continued to serve the producers in their community with the same level of quality and care we expect to see from a producing powerhouse like Nano Challa.

Western Ethiopia will forever have a special place in our hearts here at Cat & Cloud. More than ten years ago, our Co-owner and Green Buyer, Charles Jack, was working in Ethiopia for the NGO, TechnoServe. It was there that he first experienced specialty coffee and visited the coffee cooperatives Nano Challa, Duromina, and many others in the Jimma region.

EXPERIENCE

Ripe plums and juicy raspberries wrapped in beautiful fragrant florality. The Nano Genji is like the perfect spring day picnic, with a small spread of juicy stone fruits, bright sweet berries, and surrounded by the delicate smell of wildflowers. The Nano Genji is a wonderfully refreshing cup, perfect for the start of spring.



REGION:
JIMMA

**PROCESSING
METHOD:**
WASHED

The origins of coffee itself can be traced back to the Jimma Zone in western Ethiopia. Whether or not the legend of Khaldi the goat herder, who noticed his goats bounding around with excess energy after eating coffee cherries, is true, we know that the coffee plant first grew in the high-altitude peninsulas of western Ethiopia. The high elevations, steep mountains, and bountiful shade trees are the natural habitat for coffee to thrive. Coffee from the Jimma Zone typically has a delicious flavor profile of citrus, stone fruit, and black tea.

The washed process is known to create coffees that are clean, bright, with lots of sweetness, and is most often used as the best way to represent the intrinsic flavors of the coffee. This washed coffee from Jimma is first de-pulped to remove the fruit from the seed. Next, the seeds are mechanically washed in delvas before being fermented for 12 hours. After the mucilage is removed the seeds are laid out to dry on raised beds for 7-10 days.

DEEP DIVE

While in Ethiopia, Charles saw firsthand the positive impact that specialty coffee can have for smallholder producers. TechnoServe's project helped double coffee incomes for many producers, helping them increase spending on their children's education, on family medical needs, and on improved housing structures. Equitable coffee sourcing can improve producers' lives around the world -we've seen it firsthand, and it's something we're passionate about.

NOTES: